

Foothills Chapter Report

January 8, 2015

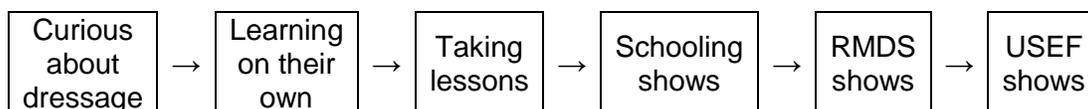
Our new officers are as follows:

President – Kris Cooper
Vice-President – Jan Danis
Secretary – Nicole Riffe
Treasurer – Laura Quakenbush
Scholarship Chair - Marilou Metcalf
Show Chair – Jan Danis

Although I have been a member of RMDS and the Foothills Chapter for *decades*, I regret to say that I have not been an active member of our chapter. Our faithful and dynamic retiring president, Lori Mitchell, asked me if I would be willing to take over the reins.

Where do I begin? First of all I wanted to do some “market research” (my professional background and training). Who are our members? What are their needs, their challenges, their interests, their ideas?

I was “blown away” by the diversity of our members. I interviewed people who had never participated in a show and those who had shown at grand prix. Others love dressage but have no interest in showing. How can we develop programs, marketing and communications tools that meet the diverse needs of our membership?



It makes the most sense (to me) that the chapter focus our resources on the left side of the chart. How can we find people who are interested in dressage? How can we help connect them to the appropriate resources? How can we help them to feel welcome? When they want to demonstrate what they have learned, how can we introduce them to showing in a helpful and nonthreatening way? How can we provide the resources and support to help members keep going or to still be involved? How can we help each other?

We will be hosting our first chapter meeting of the year on Monday, January 12. We hope to discuss many of the member-generated ideas addressing the questions above. These include marketing events and tools, a what-are-dressage-shows-all-about clinic, a ride-a-test clinic, one or more schooling shows, a volunteer clinic, and a western dressage clinic. Then, of course, we will be hosting our annual Foothills- sponsored Last Chance RMDS show on September 6 at A Rising Star Equestrian Center.

If anyone reading this wants to help in any way, please let me know.

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